



BUNGiE®

DESTINY®



MANIFEST DESTINY

LOCALIZING BUNGIE'S DESTINY FOR THE WORLD

TOM SLATTERY – LOCALIZATION MANAGER

TOPICS

1. Global worldbuilding methodology
2. Localized player experience considerations
3. Web and mobile Companion
4. Localization staffing for Destiny

BUILDING A WORLD FOR THE WORLD

SECTION I: GLOBAL WORLDBUILDING METHODOLOGY

CHALLENGES

1. Real*-world setting
2. Shared universe

* Space magic

“Daddy, do we see the same colors?”

*“Yes, child. Blue is blue. Green is Green. Purple...well,
we’ll talk about purple when you’re older.”*



REASONS FOR NOT LOCALIZING ART

1. Resource drain

REASONS FOR NOT LOCALIZING ART

2. Shared universe

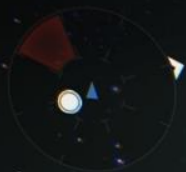
REASONS FOR NOT LOCALIZING ART

2. Shared universe

REASONS FOR NOT LOCALIZING ART

3. Real-world settings and fiction





AREA SURVEYED

0%



21 379



15



0





FUSOR PROXY DRIVES SALVAGED

0%



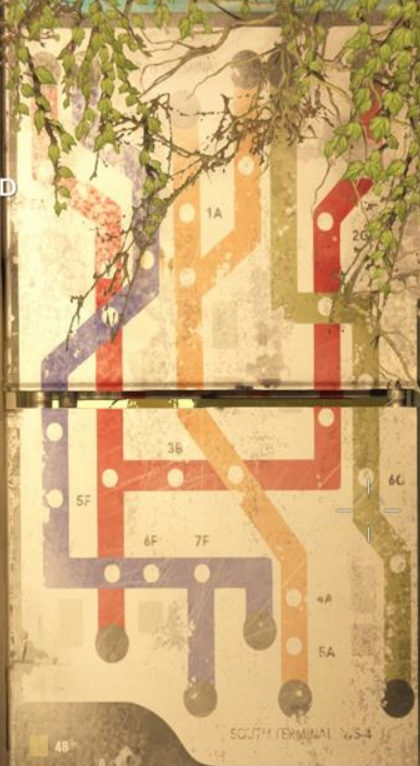
21 376



16



137



ISHTAR COLLECTIVE
TRANSIT MAP

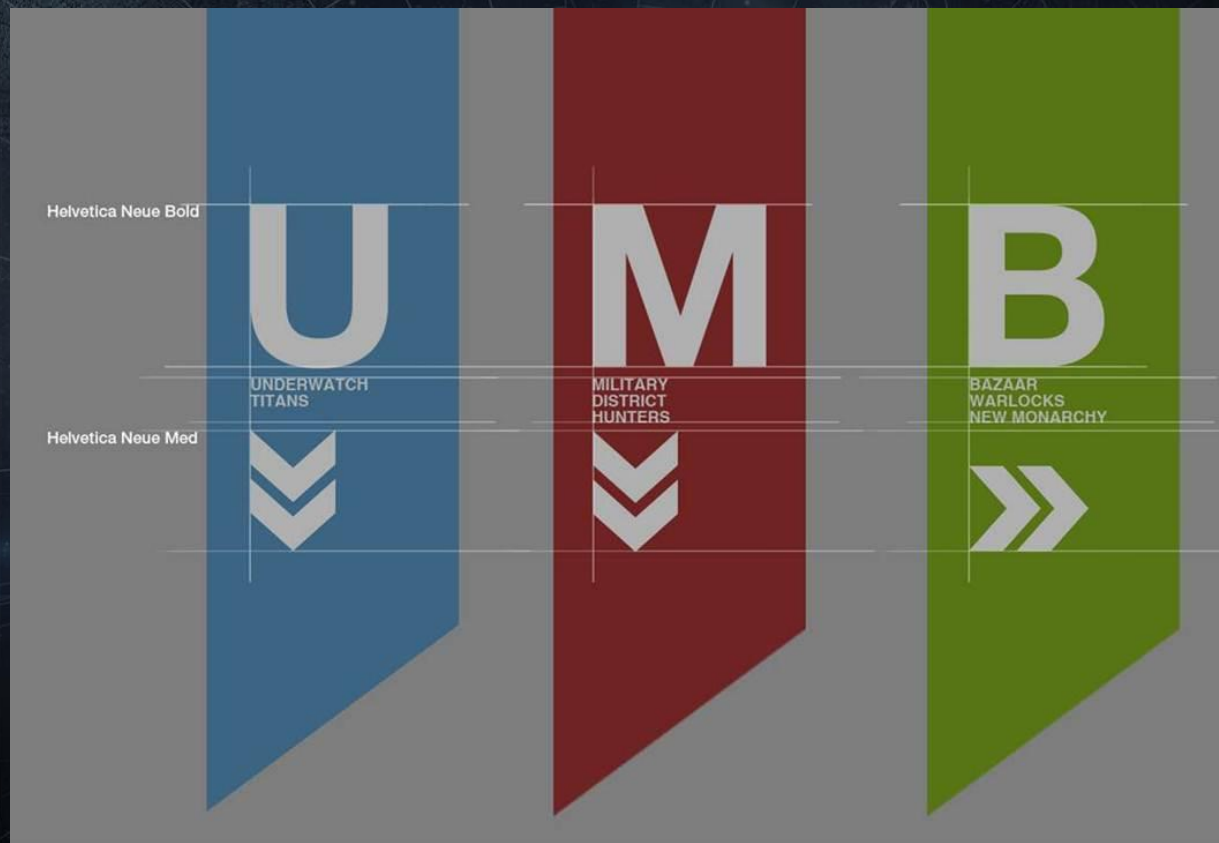


CHALLENGES

- Text in languages we don't support
- English...*everywhere*
- The Tower

THE EARLY TOWER

- Guideposts using English (or English abbreviations)



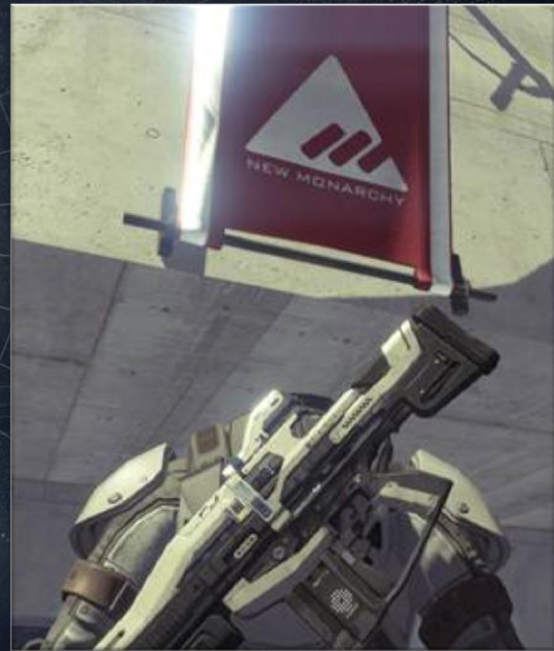
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Military
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THE EARLY TOWER

- English-language signage



GLOBAL ART DIRECTIVES

1. Do not communicate via text in graphics
2. Avoid Anglo-centricism
3. Make the Tower feel like “home”
4. Avoid defacing or partially obscuring text
5. No English terminology references

WELL...ALMOST

FUC

THE TOWER TODAY

• UI



THE TOWER TODAY

- UI
- Iconography

THE TOWER TODAY

- UI
- Iconography
- Global text

THE TOWER TODAY

- UI
- Iconography
- Global text

 View Map

THE TOWER TODAY

- UI
- Iconography
- Global text
- Multilingual signage



« TOWER HANGAR
•
« HANGAR DA TORRE
•
« 塔格納庫

COMPROMISES

1. Human colonial palette (Mars, Venus)
2. Multilingual Tower signage
3. Text on weapons
4. Opening cinematic

WORLDS APART

SECTION II: LOCALIZED PLAYER EXPERIENCE CONSIDERATIONS



CUSTOMIZE YOUR
APPEARANCE

RACE / GENDER

FACE

HAIR

MARKING

FINISH

 HUMAN


Male

Female

 AWOKEN

Male

Female

 EXO

Male

Female

RESPECT FOR CHARACTER GENDER



GRAMMATICAL GENDER

Ex: French

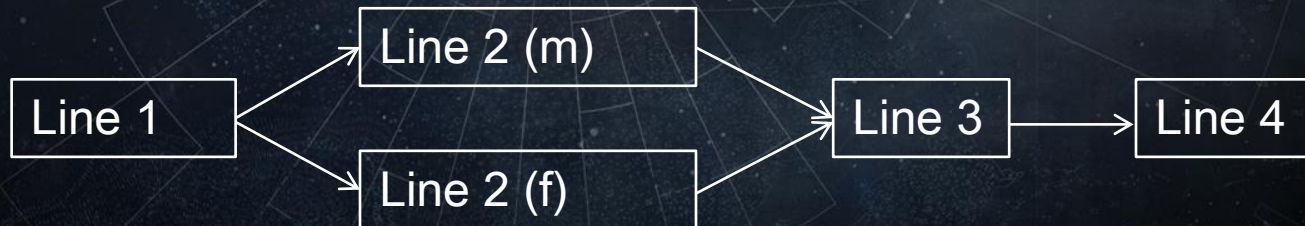
ENGLISH	FRENCH: MASCULINE	FRENCH: FEMININE
Guardian	Gardien	Gardienne
Hunter	Chasseur	Chasseuse
Human	Humain	Humaine

GENDERED DIALOGUE

English dialogue sequence:



French dialog sequence:



REMOVAL OF ARTIFICIAL LENGTH LIMITATIONS



- Good job.

あのウィザードが月から来ました！ -



UI

1. Expanded space for item names
2. Scaling *everything*



THE WORLD AT YOUR FINGERTIPS

SECTION III: WEB AND MOBILE COMPANION

LOCALIZATION CHALLENGES

1. Translation lag
2. Inability to track changes
3. Heavy reuse of game content
 - Not an issue!



LOCALIZATION QUEUES

The screenshot shows the 'The Firehose' interface for 'Localization (pt-br)'. The left sidebar contains a list of localization queues with their counts and 'Export' buttons:

- ★ 1: Urgent and Important (3) **Export**
- ★ 2: Urgent (8) **Export**
- ★ 3: Important (3) **Export**
- ★ 4: Neither Urgent Nor Important (2) **Export**
- ★ 5: Unprioritized (5) **Export**

Below the list is a 'Tools' section with a 'Quick Search' button.


The main content area displays details for two items:

News: Bungie Weekly Update - 02/12/2015

Title: Bungie Weekly Update - 02/12/2015
Category: (Posted Live)

View Revision Notes 1: Urgent and Important Set Priority Edit Skip

StaticAsset: allies_1.jpg

 (Posted Live)

View Revision Notes 1: Urgent and Important Set Priority Edit Skip

FUNDAMENTAL PHILOSOPHY

1. Anonymous users: fully localized site in their language
2. Members: Able to see untranslated English content if they choose



SOLUTION: FALLBACK SETTINGS

- All items can be set to fall back to English if not translated
 - Including content sets!

Bungie Weekly Update - 01/29/2015

☐ Auto Fallback to English properties when localized properties missing?

Locale Settings

Choose default language to switch to upon sign-in: 日本語 ▼

☐ Display English content that has not been translated.

FALLBACK EXAMPLES

Content curation pattern:



FALLBACK EXAMPLES

Hands-off pattern:





FEATURED

Bungie Weekly Update - 02/12/2015

2.12.2015

All about allies, vendors, and lovers.

FEB11

Bungie Bounty - Crota



FEB13

Ride Along - Cosmodrome



FEB17

Iron Banner



TBD

Destiny Update 1.1.1



TBD

Houou



EMPFOHLEN:

Bungies wöchentliches Update - 05.02.2015

5.2.2015

Tanz mit Wölfen.

11. FEB.

Bungie-Beutezug - Crota



17. FEB.

Eisenbanner



AUSSTEHEND

Destiny-Update 1.1.1



AUSSTEHEND

Haus der Wölfe



EMPFOHLEN:

Bungie Weekly Update - 02/12/2015

12.2.2015

All about allies, vendors, and lovers.



11. FEB.

Bungie-Beutezug - Crota



13. FEB.

Ride Along - Cosmodrome



17. FEB.

Eisenbanner



AUSSTEHEND

Destiny-Update 1.1.1



AUSSTEHEND

Haus



A TEAM FOR WORLD DOMINATION

SECTION IV: LOCALIZATION STAFFING

BUNGIE: THEN AND NOW

2012:

- No dedicated localization staff
- English-only web site and mobile apps
- Games on a single console

2015:

- Full localization team
- Game, site, and apps in 7 languages
- 7 platforms, rolling release cycles

STAFFING

Hybrid staffing model:

- Internal localization manager
- External translators (2 per language)
- Internal editors (1 per language)
- Internal testers (1 per language)

LOCALIZATION EDITORS

1. All web and mobile translation
2. Early identification of feature requirements
3. All game translation up to capacity
4. All testing between major releases
5. Review and editing of all external translation

BENEFITS OF AN INTERNAL TEAM

1. Agility
2. Security
3. Quality

W E ' R E H I R I N G



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